

Overview

Based on the programmatic results and the impact on the Haitian population the PROMARK project was approved for a second phase from April 2012 to April 2014. PSI/HAITI started the second phase on April 16, 2012, with some modifications to its scope of work. The objectives of the second phase are to increase and support continued use of FP and to improve the status of maternal, infant and child health while enhancing the capacity of local entities to implement high quality social marketing activities. PROMARK will continue with the reinforcement of social marketing as a viable strategy to improve the health of the Haitian people, by promoting healthy behaviors through behavior change communication (BCC), health product promotion and sales strategies.

In terms of the scope of work modifications we would highlight the following:

- The HIV activities will no longer be part of PROMARK
- FOSREF and the consortium Christian AIDS / POZ are no longer our implementing partners.
- POZ will be directly contracted to provide Hotline services for FP
- The household water treatment product will no longer be in a liquid form but a tablet form called DLO LAVI Tab which makes it easier to use for the population
- A capacity building component was added in order to build capacity of local organizations.

PROMARK activities are not only reinforcing the distribution of socially marketed products but are also promoting the adoption of safe behaviors through behavior change communication messages and campaigns in the two health areas targeted by the project: family planning and child survival. The products socially marketed by the project are:

- For Family Planning: the injectable Depo-provera (CONFIANCE) and the Oral contraceptive pill (PILPLAN)
- For Child Survival: oral rehydration salt (SEL LAVI) and a household water treatment product (DLO LAVI tab)

This project focuses on reaching the following target populations:

- Family planning: All women of reproductive ages 15-49 years old and their partners.
- Child Survival: Caretakers responsible for children under five years of age.

OBJECTIVES:

The project objectives remain the same:

- Increase **informed demand** for the products through branded and behavior change communications by focusing efforts on the significant drivers of behavior for each selected target audience identified through quantitative and qualitative research.

- Expand the reach of the current PSI programs and activities into rural areas, while targeting those most at risk.

PSI October 2012 – September 2013 Annual DATA

Objective	FAMILY PLANNING	Program Area	Health			
Program Element						
Standard Indicators			2012 Target	2012 Results	2013 Target	2013 Results
3. Number of oral contraceptive units sold			330,000	514,300	550,000	600,300
Deviation Type: (required if 10% above or below target)						
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)						
(109%) We surpassed the sales target due to several specific measures, including a product repositioning (new look packaging and promotional messaging), as well as two major promotion campaigns launched in the beginning of the year. We intend to build on this success.						

Objective	FAMILY PLANNING	Program Area	Health			
Program Element						
Standard Indicators			2012 Target	2012 Results	2013 Target	2013 Results
4. Number of injectable contraceptive units sold			192,500	203,000	205,000	202,500
Deviation Type: (required if 10% above or below target)						
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)						
(99%)						

Objective	FAMILY PLANNING	Program Area	Health				
Program Element							
Standard Indicators			2012 Target	2012 Results	2013 Target	2013 Results	
5. Number of people receiving information about Family planning through IPC			115,800	105,573	70,960	80,972	
Deviation Type: (required if 10% above or below target)							
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)							
(114%) Our support groups that are managing these IPC activities were better organized this year so has the opportunity to conduct more activities than planned							

Objective	FAMILY PLANNING	Program Area	Health				
Program Element							
Standard Indicators			2012 Target	2012 Results	2013 Target	2013 Results	
6. Number of people trained in Family planning			120	117	550	415	
Deviation Type: (required if 10% above or below target)							
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)							
(75%) The poor results for the trainings were correlated with the ending of the CHAMP project earlier than scheduled. In line with its activities and to reinforce partnership between USAID partners, PSI was supposed to train the FHI network of community health workers in Family planning and Child Survival in other to harmonize PROMARK and CHAMP activities on the field							

Objective	FAMILY PLANNING	Program Area	Health				
Program Element							
Standard Indicators			2012 Target	2012 Results	2013 Target	2013 Results	
7. Number of women support groups put in place to help women use correctly FP method			56	50	10	10	
Deviation Type: (required if 10% above or below target)							
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)							
(100%)							

Objective	FAMILY PLANNING	Program Area	Health				
Program Element							
Standard Indicators			2012 Target	2012 Results	2013 Target	2013 Results	
8. Couple Year Protection (CYP) provided through contraceptive sales			107,250	96,697	87,917	90,645	
Deviation Type: (required if 10% above or below target)							
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)							
(103%) This indicator is related to our sales for FP products Pills and Injectables.							

Objective	CHILD SURVIVAL	Program Area	Health				
Program Element							
Standard Indicators			2012 Target	2012 Results	2013 Target	2013 Results	
9. Number of branded ORS product units sold			200,000	195,840	460,000	465,600	
Deviation Type: (required if 10% above or below target)							
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)							
(101%)							

Objective	CHILD SURVIVAL	Program Area	Health				
Program Element							
Standard Indicators			2012 Target	2012 Results	2013 Target	2013 Results	
10. Number of branded clean water product units sold			0	0	3,000,000	1,584,000	
Deviation Type: (required if 10% above or below target)							
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.) (53%) The Dlo lavi Tab came in the country and were put on the market more than a quarter later than planned, due to significant challenges in clearing customer. This had a negative impact on the sale number of our products. In addition, we have experienced spiky sales month-to-month, caused by periodic mass distribution of free product by other organizations, often in response to cholera outbreaks. This is good from the perspective of the Total Market Approach and the impact of WASH communications by PSI and other partners, but it causes difficulties in forecasting and maintaining rateable sales volumes.							

Objective	CHILD SURVIVAL	Program Area	Health				
Program Element							
Standard Indicators			2012 Target	2012 Results	2013 Target	2013 Results	
11. Number of people trained for SWS			65	60	400	93	
Deviation Type: (required if 10% above or below target)							
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.) (23%) The poor results for the trainings were correlated with the ending of the CHAMP project earlier than scheduled. In line with its activities and to reinforce partnership between USAID partners, PSI was supposed to train FHI network community health workers in Family planning and Child Survival in order to harmonize PROMARK and CHAMP activities on the field							

Objective	CHILD SURVIVAL	Program Area	Health				
Program Element							
Standard Indicators			2012 Target	2012 Results	2013 Target	2013 Results	
12. Number of people receiving information about safe water through IPC			60000	70,058	50,800	68,541	
Deviation Type: (required if 10% above or below target)							
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)							
(135%) Our support groups that are managing these IPC activities were better organized this year so has the opportunity to conduct more activities than planned. Due to the persistence of cholera epidemic, PSI has continued to intervene in partnership with MSPP to reinforce and support their activities in exposed areas.							

Objective	CHILD SURVIVAL	Program Area	Health				
Program Element							
Standard Indicators			2012 Target	2012 Results	2013 Target	2013 Results	
13. Number of women support groups put in place to help support safe water (the use of ORS and Dlo lavi) to treat and avoid diarrhea			56	50	10	10	
Deviation Type: (required if 10% above or below target)							
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)							
(100%)							

Objective	SOCIAL MARKETING	Program Area	Health				
Program Element							
Standard Indicators			2012 Target	2012 Results	2013 Target	2013 Results	
14. Number of new wholesalers delivering MS products			108	132	140	137	
Deviation Type: (required if 10% above or below target)							
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)							
(98%)							

Objective	SOCIAL MARKETING	Program Area	Health				
Program Element							
Standard Indicators			2012 Target	2012 Results	2013 Target	2013 Results	
15. Number of special events/mass activities conducted/Cine mobile			25	22	60	56	
Deviation Type: (required if 10% above or below target)							
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)							
(93%)							

Objective	SOCIAL MARKETING	Program Area	Health			
Program Element						
Standard Indicators			2012 Target	2012 Results	2013 Target	2013 Results
16. Number of people reach through mass sensitization activities			15,000	14,550	180,000	35,570
Deviation Type: (required if 10% above or below target)						
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)						
(20%)						
Most of the activities were conducted as scheduled but less people than planned participated in these activities. The poor achievement is probably due to a bad estimation of this indicator. The actual average people reached per activity of 635 is more typical of our highly effective mass sensitization activities like Cinemobile; the target of 3,000 people per activity was a poor estimate.						

Objective	SOCIAL MARKETING	Program Area	Health			
Program Element						
Standard Indicators			2012 Target	2012 Results	2013 Target	2013 Results
17. Number of promotional activities realized for our branded products			400	376	500	575
Deviation Type: (required if 10% above or below target)						
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)						
(115%) The focus was put on reinforcing the promotional activities for our Child survival products (new Dlo lavi Tab and ORS), which was one factor leading to the over achievement of this indicator -- because of the resurgence of the cholera epidemic in Haiti. We also had to conduct more activities to reach the related target “Number of persons reached through promotional activities for our branded products”.						

Objective	SOCIAL MARKETING	Program Area	Health				
Program Element							
Standard Indicators			2012 Target	2012 Results	2013 Target	2013 Results	
18. Number of persons reached through the promotional activities for our branded products			200,000	189,097	350,000	344,834	
Deviation Type: (required if 10% above or below target)							
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)							
(98%)							